

COTRI IN THE NEWS



Hot or Not – Chinese outbound tourism destinations 2020

By Prof. Dr. Wolfgang Georg Arlt FRGS FRAS

14th January 2020

Quote:

“Gladwell analyzed a phenomenon that has become more and more important with the advent of online media. Paul Revere, whose „midnight ride“ from Boston to Lexington started the successful resistance of the Americans against the British colonial power on April 18, 1775, still needed to jump on a horse and bang on doors in the middle of the night to alert the local militias about the imminent start of the British military campaign.”.

Link to the article:

<https://www.4hoteliers.com/news/story/20006>